

2008 TOPLINE DATA

1a. Thinking about your diet over the past few months, are there any foods or ingredients that you have avoided or eaten less of?

Yes	56%
No	44%

[If yes...]

1b. What foods or ingredients have you avoided? [OPEN END]

Sugars/Carbs	51%
Fats/Oils/Cholesterol	36%
Animal products	20%
Salt/Sodium	15%
Snack Foods/Fast Foods/ Soda	12%
Artificial/Additive	4%
Spices	3%
Processed Foods/Refined Foods	1%
Biotech	0%
Other	13%

2. Can you think of any information that is not currently included on food labels that you would like to see on food labels?

Yes	14%
Biotechnology	<1%
No	86%

3. How confident are you about the safety of the US food supply? Would you say...?

Very confident	18%
Somewhat confident	50%
Neither confident nor not confident	20%
Not very confident	10%
Not at all confident	3%

4. What, if anything, are you concerned about when it comes to food safety? [OPEN END]

Disease/Contamination	50%
Handling/Preparation	29%
Food source	13%
Health/Nutrition	8%
Agricultural production	7%
Preservatives/Chemicals	6%
Packaging/Labeling	3%
Biotech	1%
Processed foods	1%
Other	2%

5. As you may know, some food products and medicines are being developed with the help of scientific techniques. The general area is called "biotechnology" and includes tools such as genetic engineering. Biotechnology is also being used to improve crop plants. How much have you heard or read about biotechnology? Would you say you have read or heard...?

A lot	9%
Some	27%
A little	35%
Nothing at all	30%

6. What is your overall impression of using biotechnology with plants that produce food products? Would you say...?

Very favorable	9%
Somewhat favorable	22%
Neither favorable nor unfavorable	33%
Not very favorable	11%
Not at all favorable	5%
Don't know enough about it to form an opinion	20%

7a. As far as you know, are there any foods produced through biotechnology in the supermarket now?

Yes	23%
No	10%
Don't know	66%

[If yes...]

7b. Which foods would those be? [OPEN END]

Vegetables	40%
Fruits	23%
Corn/Corn products	22%
Meats/Eggs/Fish	20%
Tomatoes	11%
Cereals/Grains	9%
Milk/Dairy	6%
Soy	3%
Processed Foods	2%
Potatoes	<1%
Other	5%

8a. Do you feel that biotechnology will provide benefits for you or your family within the next five years?

Yes	30%
No	17%
Don't know	53%

[If yes...]

8b. What benefits do you expect? [OPEN END]

Nutrition/health benefits	34%
Improved quality/taste/variety	27%
Price/economic benefits	22%
Improved crops/agricultural production	16%
Safer foods	15%
Reduced pesticides/chemicals	4%
Medical advances	<1%
Other	4%
Don't know	4%
Nothing	5%

9. All things being equal, how likely would you be to buy a variety of produce, like tomatoes or potatoes, if it had been modified by biotechnology to taste better or fresher?

Very likely	18%
Somewhat likely	49%
Not too likely	25%

Not at all likely 9%

10. All things being equal, how likely would you be to buy a variety of produce, like tomatoes or potatoes, if it had been modified by biotechnology to be protected from insect damage and required fewer pesticide applications?

Very likely 27%
Somewhat likely 51%
Not too likely 15%
Not at all likely 7%

11. All things being equal, how likely would you be to buy a food product, made with oils that had been modified by biotechnology to reduce the saturated fat content in the food?

Very likely 27%
Somewhat likely 48%
Not too likely 17%
Not at all likely 8%

12. All things being equal, how likely would you be to buy a food product, made with oils that had been modified by biotechnology to avoid trans fats?

Very likely 30%
Somewhat likely 46%
Not too likely 17%
Not at all likely 8%

13. All things being equal, how likely would you be to buy a food product, made with oils that had been modified by biotechnology to provide more healthful fats, like Omega-3, in the food?

Very likely 29%
Somewhat likely 49%
Not too likely 15%
Not at all likely 7%

14. The U.S. Food and Drug Administration (FDA) requires special labeling when a food is produced under certain conditions: when biotechnology's use introduces an allergen or when it substantially changes the food's nutritional content, like vitamins or fat, or its composition. Otherwise special labeling is not required. Would you say that you strongly support, somewhat support, neither support nor oppose, somewhat oppose or strongly oppose this policy of FDA?

Strongly support 33%
Somewhat support 27%
Neither support nor oppose 27%
Somewhat oppose 8%
Strongly oppose 5%

15. During the past few months, have you taken any action or done anything because of any concerns you may have about foods produced using biotechnology?

Yes 7%
No 93%

16. And, how much have you read or heard about using biotechnology to produce medicines from special varieties of food crops such as corn and rice. Would you say you have heard...

A lot 4%
Some 15%
A little 27%
Nothing at all 54%

17. What is your overall impression of using biotechnology to produce medicines from food crops such as corn and rice? Would you say...?

Very favorable	14%
Somewhat favorable	27%
Neither favorable nor unfavorable	25%
Not very favorable	6%
Not at all favorable	3%
Don't know enough about it to form an opinion	25%

18a. Now I would like to talk to you about animal biotechnology. First of all, how much have you read or heard about applying the science of biotechnology to animals? Would you say you have heard...?

A lot	5%
Some	20%
A little	27%
Nothing at all	49%

19. What is your overall impression of using biotechnology with animals that produce food products such as meat, milk, and eggs? Would you say...?

Very favorable	7%
Somewhat favorable	15%
Neither favorable nor unfavorable	27%
Not very favorable	11%
Not at all favorable	12%
Don't know enough about it to form an opinion	28%

Now, please read the following statements regarding the potential benefits of animal biotechnology. As you read each one, please indicate whether the information has a positive effect on your impression, a negative effect, or no effect at all (20-22):

20. Animal biotechnology can increase farm efficiency by increasing the amount of food produced or decreasing the amount of feed needed by the animals.

Positive effect	55%
Negative effect	19%
No effect at all	27%

21. Animal biotechnology can improve the quality and safety of food (for example, through improved animal health or improved animal health or improved nutritional quality of the food produced).

Positive effect	62%
Negative effect	15%
No effect at all	23%

22. Animal biotechnology can reduce the environmental impact of animal waste.

Positive effect	52%
Negative effect	16%
No effect at all	32%

Animal biotechnology is a broad science, which is actually comprised of a few major areas. As you read the brief description of each area, please select the answer that corresponds with your overall impression of that specific aspect of animal biotechnology (23-24). First...

23. Genomics is a form of animal biotechnology that uses knowledge about the genetic makeup of animals to aid in conventional breeding and selection. Would you say your overall impression of animal genomics is...

Very favorable	12%
Somewhat favorable	28%
Neither favorable nor unfavorable	41%
Not very favorable	10%
Not at all favorable	7%

24. Genetic engineering is a form of animal biotechnology that allows us to move beneficial traits from one animal to another in a precise way. Would you say your overall impression of genetic engineering in animals is...

Very favorable	10%
Somewhat favorable	24%
Neither favorable nor unfavorable	38%
Not very favorable	17%
Not at all favorable	11%

25. If the U.S. Food and Drug Administration (FDA) determined that meat, milk, and eggs from animals enhanced through genetic engineering were safe, how likely would you be to buy them? Would you say...?

Very likely	17%
Somewhat likely	48%
Not too likely	23%
Not at all likely	12%

26. Cloning is a form of animal biotechnology that retains desirable traits by producing an animal that is an identical twin. Would you say your overall impression of animal cloning is...?

Very favorable	8%
Somewhat favorable	15%
Neither favorable nor unfavorable	33%
Not very favorable	18%
Not at all favorable	27%

27. In some cases, animals that have been produced through cloning are only used for breeding. Would you say your impression of this form of animal biotechnology is...

Very favorable	8%
Somewhat favorable	20%
Neither favorable nor unfavorable	33%
Not very favorable	17%
Not at all favorable	23%

28. Since the U.S. Food and Drug Administration (FDA) has determined that meat, milk, and eggs from cloned animals are safe, how likely are you to buy them? Would you say...?

Very likely	13%
Somewhat likely	35%
Not too likely	26%
Not at all likely	26%

29. Since the U.S. Food and Drug Administration (FDA) has determined that meat, milk, and eggs from the offspring of cloned animals are safe, how likely are you to buy them? Would you say...?

Very likely	13%
Somewhat likely	35%
Not too likely	27%
Not at all likely	24%

30. How much have you read or heard about the concept of sustainable food production?

A lot 5%
 Some 15%
 A little 21%
 Nothing at all 59%

31. How important is it to you that the food products you purchase come from a food producer that is enrolled in a scientifically validated sustainability program? By sustainability, we mean to operate in a manner which does not jeopardize the availability of resources for future generations.

Very important 26%
 Somewhat important 32%
 Neither important nor unimportant 33%
 Not very important 4%
 Not at all important 5%

32. Please rank the following five factors related to growing crops in a sustainable way in order of importance to you.

	Ranked 1 st	Ranked Top 2	Ranked Top 3	Ranked Bottom 2	Ranked Last
Growing more food to help feed the growing global population.	33%	55%	71%	29%	15%
Reducing the amount of pesticides needed to produce food.	28%	54%	73%	27%	13%
Growing more food on less land so valuable land like rain forests is NOT needed as growing space for increased food production.	19%	40%	60%	40%	17%
Plants that use water more efficiently, thereby conserving fresh water to help cope with drought and water shortages.	12%	30%	55%	45%	19%
Using no-till farming methods, thereby reducing green house gas emissions.	8%	21%	41%	59%	35%